WOULD YOU ASK AN ELECTRICAL ENGINEER TO DESIGN A SOUND SYSTEM?

Why not, you say. After all, a sound system *is* electrical. Unfortunately, many building planners, owners, architects, contractors and even engineers fail to realize that this is where the similarity ends!

Not too long ago, Sound Systems, Closed-circuit Television, Alarm Systems, Intercommunication, Antenna Distribution et cetera, were considered so simple and/or so secondary in importance that many purchasers relegated their design to a prospective supplier, in spite of the innumerable abuses (poor system design, high equipment cost, wrong components, inadequate facilities, etc.) that resulted from this attempt to get a "free" service. A few wary souls saw the folly in this and occasionally someone would assign the task to an electrical engineer.

While this was a step in the right direction in that it eliminated the disaster that results when a supplier can dictate what must be bought and how much you must pay for it, other equally unfortunate results were usually encountered:

1 The electrical engineer often regards sound distribution and allied facilities as "secondary" or an "after-thought". He has so many other important and new considerations with power distribution and his own other specialties that he has little time to give *communications* the full attention they require and deserve. The customer is really "short-changed" as a result. (If you're not yet convinced of the singular importance sound plays in your life, try turning-off your TV's sound, even on a sports event, and see how much you're missing.)

2 Just as an electrician is certainly not qualified to repair a telephone or television set, neither is the electrical engineer, fully conversant with fast-changing modern-day communications.

3 Because communications systems are becoming increasingly sophisticated and costly, the specialist in this field-alone is now a virtual *must,* to insure the customer's receiving the ideal facilities and the maximum utilization of, and benefit from, the features this complexity offers.

4 Most of those who assign these tasks to an electrical engineer just because he's on the payroll anyway, fail to realize that the design of communications and allied facilities takes much time . . . time that must be paid-for, anyway; so why not engage the *right* man for this job?

Whether your project is a bank, theatre, shopping center, office building, factory, church, restaurant, hotel, arena, airport, sports center or other specialized edifice you're bound to encounter extensive use for SOUND SYSTEMS, CLOSED-CIRCUIT TV, ALARM SYSTEMS, INTERCOMMUNICATION, MASTER ANTENNA DISTRIBUTION and/or other allied services. So that these facilities will incorporate optimum price, features and benefits for the user we hope you will call on us for their design and installation supervision. We have many projects "under our belt" to help justify your confidence in us.

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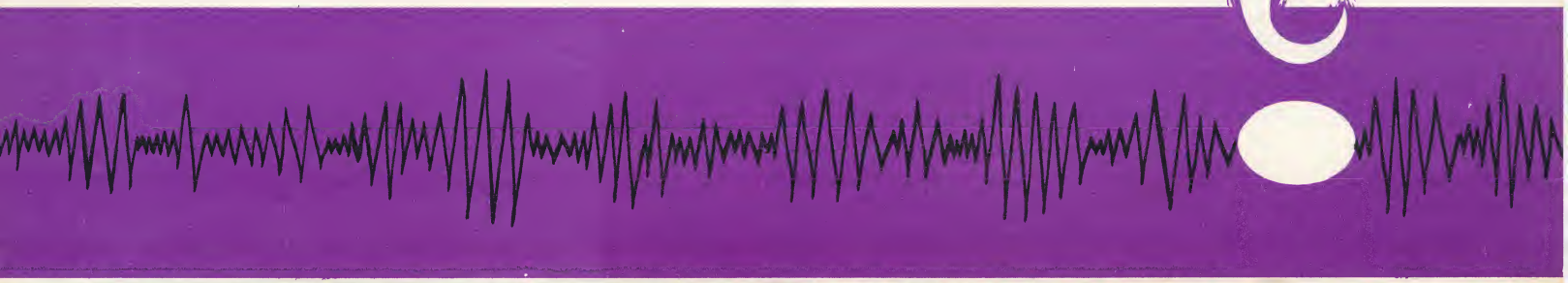

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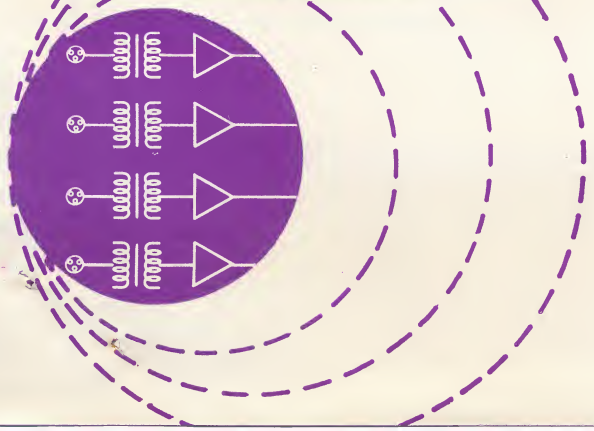

Insist on an impartial, unprejudiced, visionary communications consultant to design and supervise the installation of your SOUND SYSTEMS, INTERCOMMUNICATIONS, MASTER ANTENNA DISTRIBUTION and other similar facilities . . .
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